

**ABSTRACT OF THE DISCLOSURE**

Disclosed is a heat radiation shield coating composition containing a black pigment which exhibits a reflectance of not below 8.0 % relative to a solar radiation reflectance in the 780 - 2,100 nm wavelength region. The black pigment preferably exhibits a reflectance of not higher than 15 % relative to a radiation at any wavelength in the 400 - 700 nm visible region.